IN THE CLAIMS

Please amend claims 1-10, 16, 39 and 41-43 as follows.

1. (Currently Amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising ~~the steps of~~:

(a) generating a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;

(b) selecting a value in said sequence of values;

(c) for at least a first potential bidder, transforming~~, using a computer,~~ said selected value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder, wherein said second view is associated with ~~a first~~ an auction item of ~~having~~ a first ~~characteristic~~ type; and

(d) for at least a second potential bidder, transforming said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein said third view is associated with ~~a second~~ the auction item of ~~having~~ a second ~~characteristic~~ type that is different from said first type ~~characteristic~~.

2. (Currently Amended) The method of claim 1, wherein ~~step~~ (a) comprises ~~the step of~~ predefining a series of price increments or decrements.

3. (Currently Amended) The method of claim 2, wherein ~~step~~ (a) further comprises ~~the step of~~ changing said predefined series of price increments or decrements in real-time during the

Dutch auction.

4. (Currently Amended) The method of claim 1, wherein ~~step~~ (c) comprises ~~the step of~~ performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Currently Amended) The method of claim 1, wherein ~~step~~ (c) comprises ~~the step of~~ performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently Amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method ~~computer program product for enabling a processor in a computer system~~ to conduct a Dutch auction between a plurality of bidders, said ~~computer program product~~ method comprising:

~~a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on the computer system, said computer readable program code means comprising:~~

~~a first computer readable program code means for enabling the computer system to generate~~ generating a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;

~~a second computer readable program code means for enabling the computer system to select~~ selecting a value in said sequence of values;

~~a third computer readable program code means for enabling the computer system to transform~~ transforming said selected value into a first bidder comparative bid parameter value

that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with ~~a first~~ an auction item ~~having~~ of a first type ~~characteristic~~; and

~~a fourth computer readable program code means for enabling the computer system to transform~~ transforming said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with ~~a second~~ the auction item ~~having~~ of a second ~~characteristic~~ type that is different from said first type ~~characteristic~~.

7. (Currently Amended) The ~~computer program product~~ medium of claim 6, wherein said ~~first computer readable program code means~~ method further comprises ~~computer readable program code means for enabling the computer system to predefine~~ predefining a series of price increments or decrements.

8. (Currently Amended) The ~~computer program product~~ medium of claim 7, wherein said ~~first computer readable program code means~~ method further comprises ~~computer readable program code means for enabling the computer system to change~~ changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Currently Amended) The ~~computer program product~~ medium of claim 6, wherein said ~~first computer readable program code means~~ method further comprises ~~computer readable program code means for enabling the computer system to perform~~ performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Currently Amended) The ~~computer program product~~ medium of claim 6, wherein said ~~first computer readable program code means~~ method further comprises ~~computer readable~~

~~program code means for enabling the computer system to perform~~ performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11. – 15.(Cancelled)

16. (Currently Amended) A system for conducting a Dutch auction between a plurality of bidders, comprising:

means for generating a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;

means for selecting a value in said sequence of values;

means for transforming said selected value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with ~~a first~~ an auction item ~~having~~ of a first type ~~characteristic~~; and

means for transforming said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with ~~a second~~ the auction item ~~having~~ of a second ~~characteristic~~ type that is different from said first type ~~characteristic~~.

17. (Original) The system of claim 16, wherein said means for generating predefines a series of price increments or decrements.

18. (Original) The system of claim 17, wherein said means for generating changes said

predefined series of price increments or decrements in real-time during the Dutch auction.

19. (Original) The system of claim 16, wherein said means for transforming performs one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Original) The system of claim 16, wherein said means for transforming performs a combination of linear, non-linear, and lookup table transformations simultaneously.

21. -38. (Cancelled)

39. (Currently Amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising ~~the steps of~~:

(a) defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

(b) defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing ~~that represents~~ an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

(c) sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a bidder in said set of potential bidders, said ~~step of sequentially~~ transmitting continues until said second bid value is reached; and

(d) sequentially transmitting to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

40. (Original) The method of claim 39, further comprising the step of transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

41. (Currently Amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method ~~computer program product for enabling a processor in a computer system~~ to conduct a Dutch auction between a plurality of bidders, said ~~computer program product~~ method comprising:

~~a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on the computer system, said computer readable program code means comprising:~~

~~a first computer readable program code means for enabling the computer system to define~~ defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

~~a second computer readable program code means for enabling the computer system to define~~ defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing ~~that represents~~ an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

~~a third computer readable program code means for enabling the computer system to~~

sequentially ~~transmit~~ transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said ~~step of sequentially~~ transmitting continues until said second bid value is reached; and

~~a fourth computer readable program code means for enabling the computer system to~~ sequentially ~~transmit~~ transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

42. (Currently Amended) The ~~computer program product~~ medium of claim 41, wherein said method further comprises ~~comprising computer readable program code means for enabling the computer system to transform~~ transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

43. (Currently Amended) A system for conducting a Dutch auction between a plurality of potential bidders, comprising:

means for defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders:

means for defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing ~~that represents~~ an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

means for sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a bidder in said set of potential bidders, said ~~step of sequentially~~ transmitting continues until said second bid value is reached; and

means for sequentially transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

44. (Original) The system of claim 43, further comprising means for transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

45. – 46. (Cancelled)